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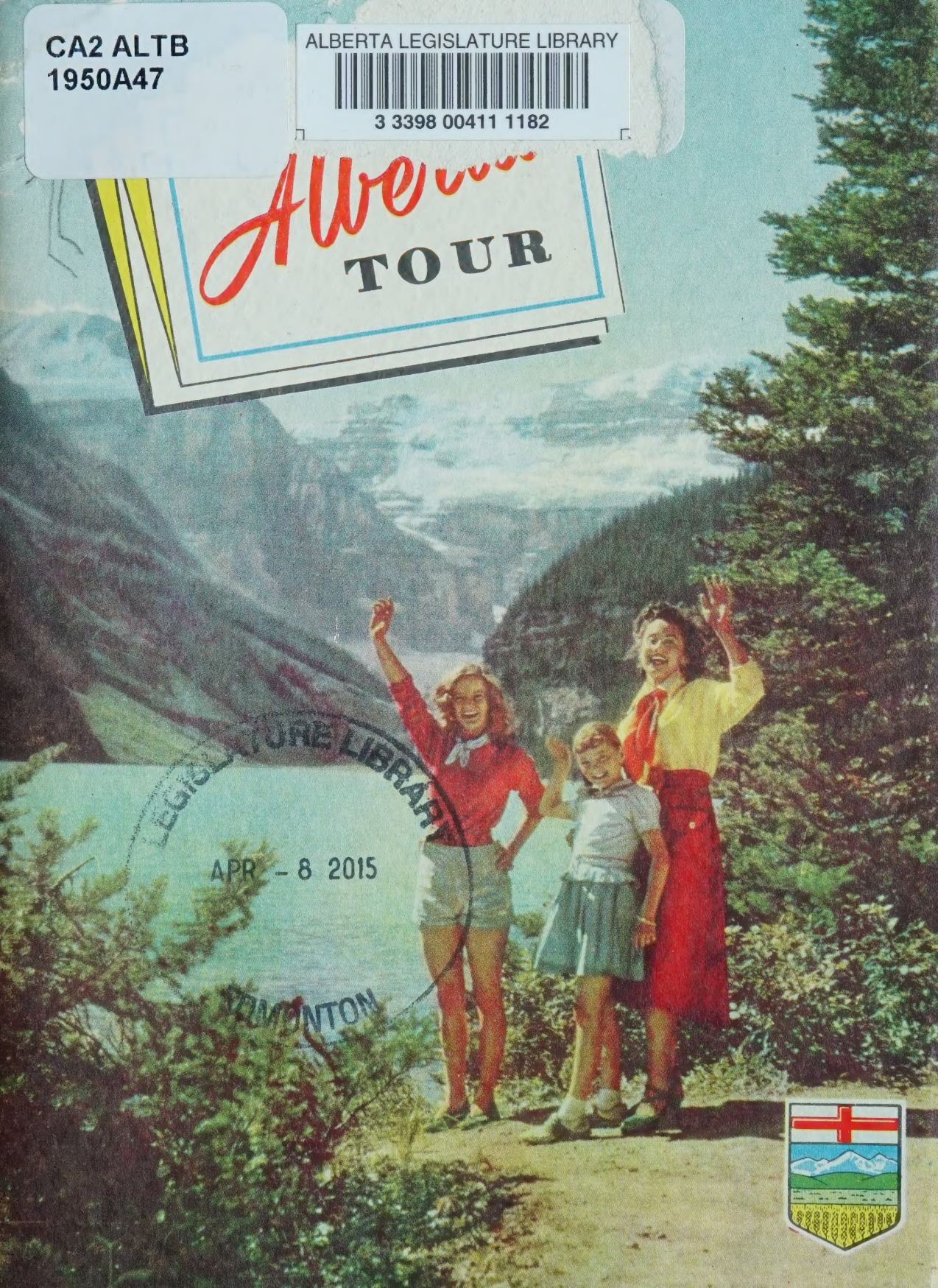
# Alberta TOUR



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MILEAGES TO ALBERTA FROM PRINCIPAL CENTRES

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# *Alberta* CANADA

## The Princess Province . . .

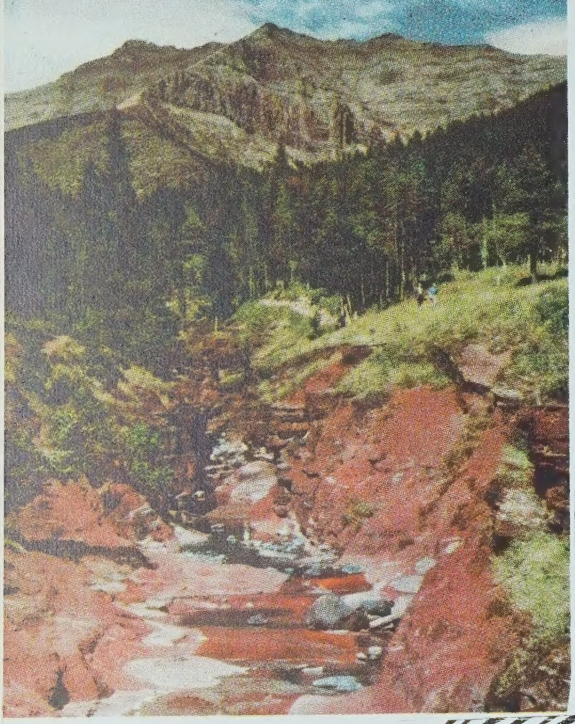
will welcome you on your vacation tour through scenic grandeur unrivalled anywhere.

The Canadian Rockies with their famous National Parks — Waterton, Banff and Jasper — are "twenty Switzerlands in one." The foothills and prairies with Elk Island National Park, the Bad Lands of the Red Deer Valley and three score provincial parks are likewise playgrounds for the people where every form of holiday activity may be fully enjoyed in the crisp, clear air of Alberta's great outdoors.

Sky-line view of Crows' Nest Pass — important coal mining district and source of lime — from pinnacles of Turtle Mountain which, in 1903, crashed 66,000,000 tons of rock down upon the mining village of Frank taking approximately 70 lives.

Cardston
Mormon Temple

Get detailed road and accommodation information at the Alberta Government Information Bureau — junction of No. 2 and 3 highways near Macleod. It is there to welcome and serve our guests.



Red Rock Canyon

Waterton Lakes adjoining Glacier National Park in Montana, is an International Peace Park, marking nearly a century and a half of peace between the United States and Canada.

Waterton Lake

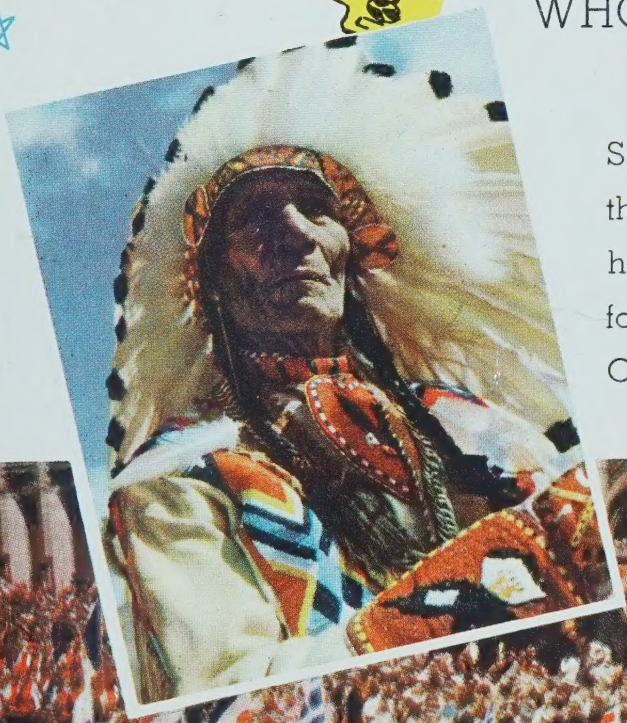
- Fishing
- Hiking
- Boating
- Swimming
- Golfing
- Riding

# Calgary STAMPEDE

## WHOOPEE!

## Fun in Frontier Fashion

Six gala days packed with rodeo thrills and chuck wagon races that have Roman chariot races beaten for spiney chills and hectic spills. Opens second Monday in July.



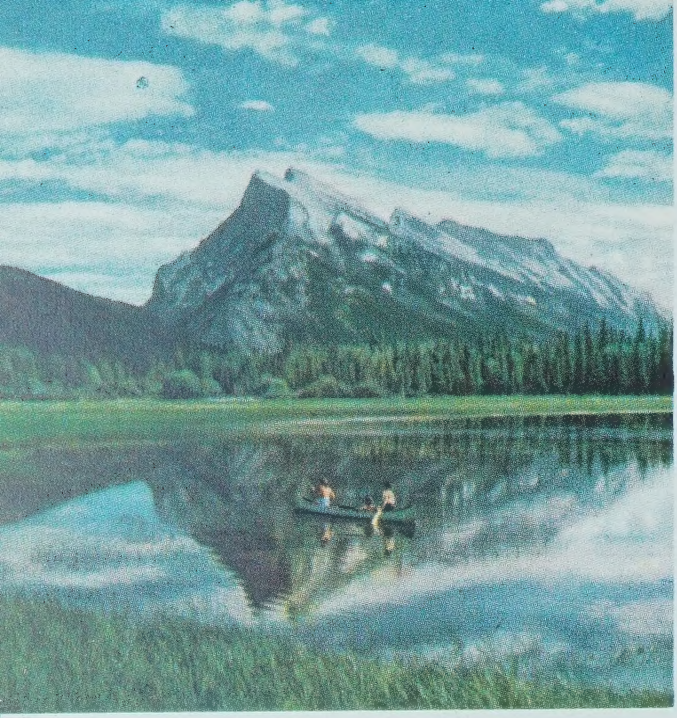
Portion of Stampede Parade

# THE RED COATS . . .

Royal Canadian Mounted Police have played a most important role in the development of Alberta since 1874 when, known as the North-west Mounted Police, they established Fort Macleod and brought law and order to the West. They have always been the Indian's best friend.

A teepee under the stars or your own private chalet amid the pines for your holiday tour.

Tourist cabins in Alberta are government inspected and graded according to standards of accommodation provided.



Mount Rundle

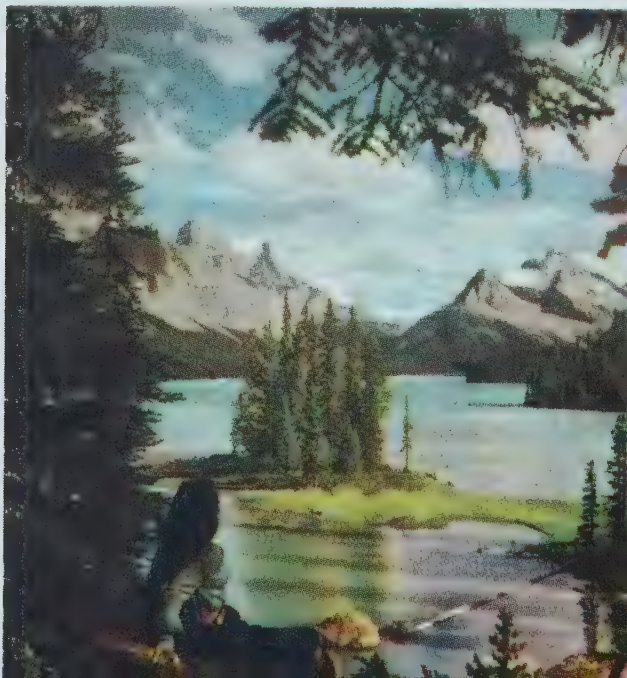
# Banff National Park

Scenic grandeur is unsurpassed in Alberta's mountain wonderland.

Moraine Lake

Lac Beauvert

Maligne Lake



# Jasper National Park

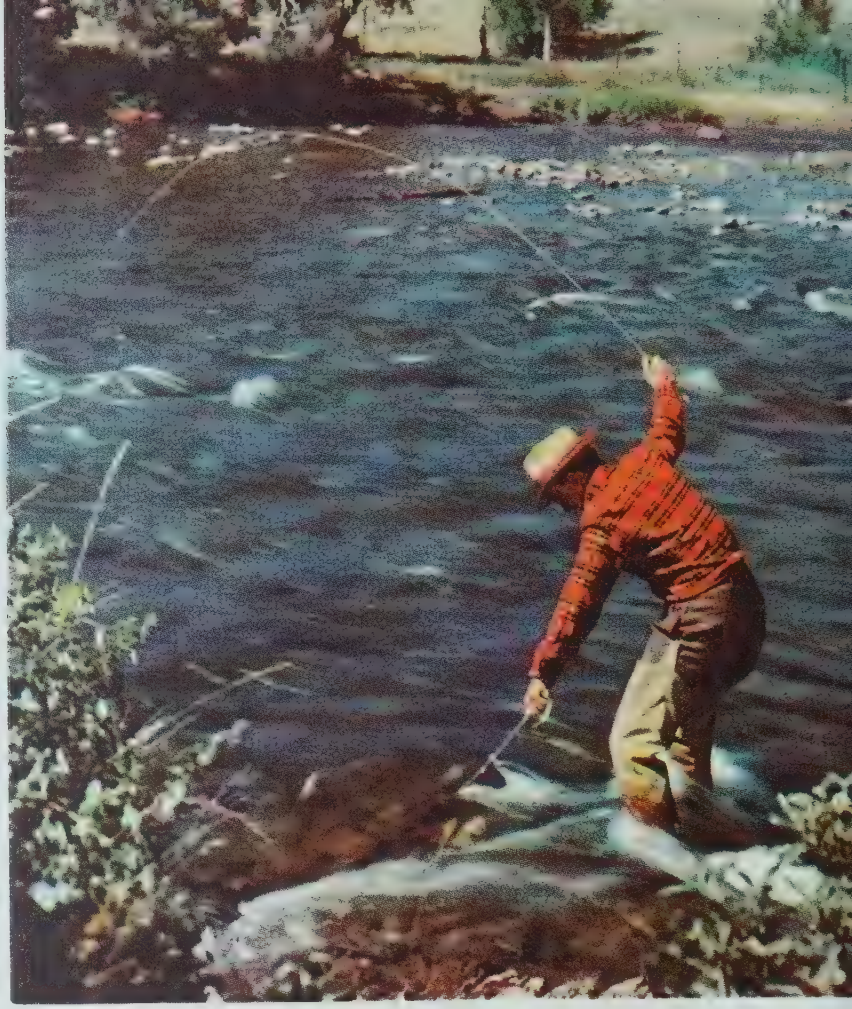
Gems of jade and crystal are the lakes around Jasper — and the fishing is good too.

Summertime Riding . . .

Wintertime Skiing . . .

. . . It's always wonderful in Alberta.

PYRAMID
MOUNTAIN
JASPER
"An Artist's Paradise."



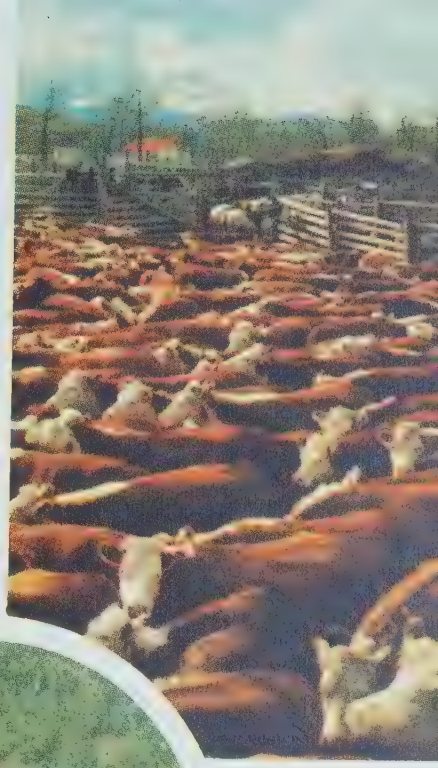
# They're tasty ... in Alberta's Glacial Waters

Rainbow, eastern brook, Loch Leven, Dolly Varden trout, whitefish and Arctic grayling are favorites, but there are pickerel, perch, pike and other species in abundance as well.

Swimming facilities are numerous and ultra-modern in Alberta. Jasper's new pool conforms to Olympic standards. Numerous lakes provide good facilities in the primitive manner.

Imported years ago and carefully propagated, the ringneck pheasant and Hungarian partridge are today Alberta's best game birds. Native to the province are prairie chicken and grouse. Alberta's numerous small lakes are the breeding grounds for millions of migratory waterfowl.

Eskimo Children at Airport



# INDIAN SUMMER

. . . . is the most colorful season in Alberta. It's best for travel too, because traffic is usually light and accommodation plentiful. Alberta's autumn weather is usually mild. Snowfall seldom becomes general until mid-November.

# Vacation Paradise . . . Summer or Winter

Fully modern facilities including chair lift, tows, lodge accommodation at established resorts and good transportation — all at moderate rates — have popularized skiing on the open slopes above timberline in the Canadian Rockies. The terrain provides healthy exercise for everyone from the beginner to the champion amid scenic majesty unequalled on this continent.

# *Agriculture . . .*

## Alberta's Primary Industry

Numerous championship awards at international agricultural shows testify to Alberta's outstanding achievements in agriculture. Rich, fertile lands, suitable climate and ample bright sunshine combine with modern methods and human effort to produce every species of produce indigenous to the North Temperate Zone. Large areas of southern Alberta are irrigated to raise sugar beets and field crops for canning.

Irrigation

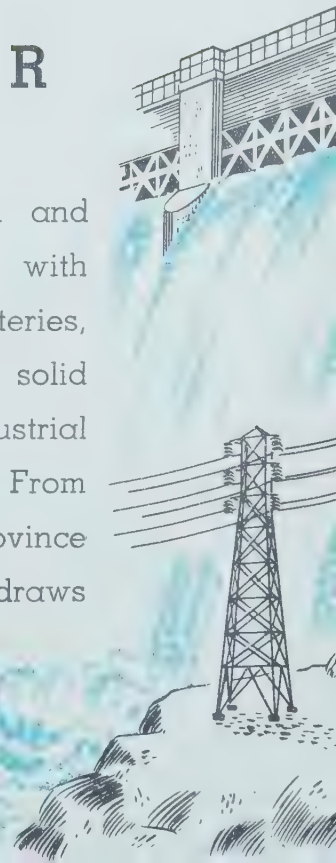
Light Hydrocarbon Fractionation Plant of an Oil Refinery in Alberta.

Wrapping Pipeline

Hydro Insulators

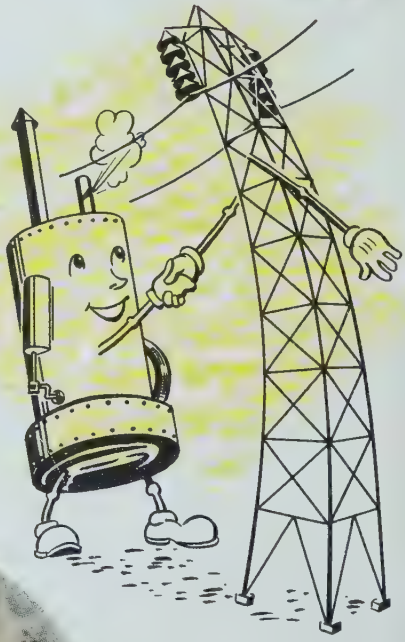
# OIL and POWER

Abundant oil, natural gas, coal and hydro-electric supplies, together with ideal sites on rail and highway arteries, plus expanding markets, are the solid foundation upon which industrial expansion is based in Alberta. From centres of distribution in this province the vast empire of the Far North draws its principal supplies.



# CHEAP FUEL IS ABUNDANT

Ample supplies of natural gas, especially in the Medicine Hat, Calgary and Edmonton areas, together with large coal deposits of widely varied kinds, are power sources most attractive to heavy industry.



Steam and Hydro work hand in hand in Alberta.

## MODERN FACTORIES
## AIRCRAFT INDUSTRIES
## BUILDING CONSTRUCTION

Visitors are surprised to find large modern food processing plants, garment, furniture and aircraft factories, as well as many other leading industries flourishing in Alberta. Steady expansion in virtually every sphere has created tremendous growth in the building and construction trades.

*You are invited to investigate Alberta's Industrial Opportunities.*

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Inquiries for detailed information about roads, accommodation and vacation activities should be addressed to

ALBERTA GOVERNMENT TRAVEL BUREAU
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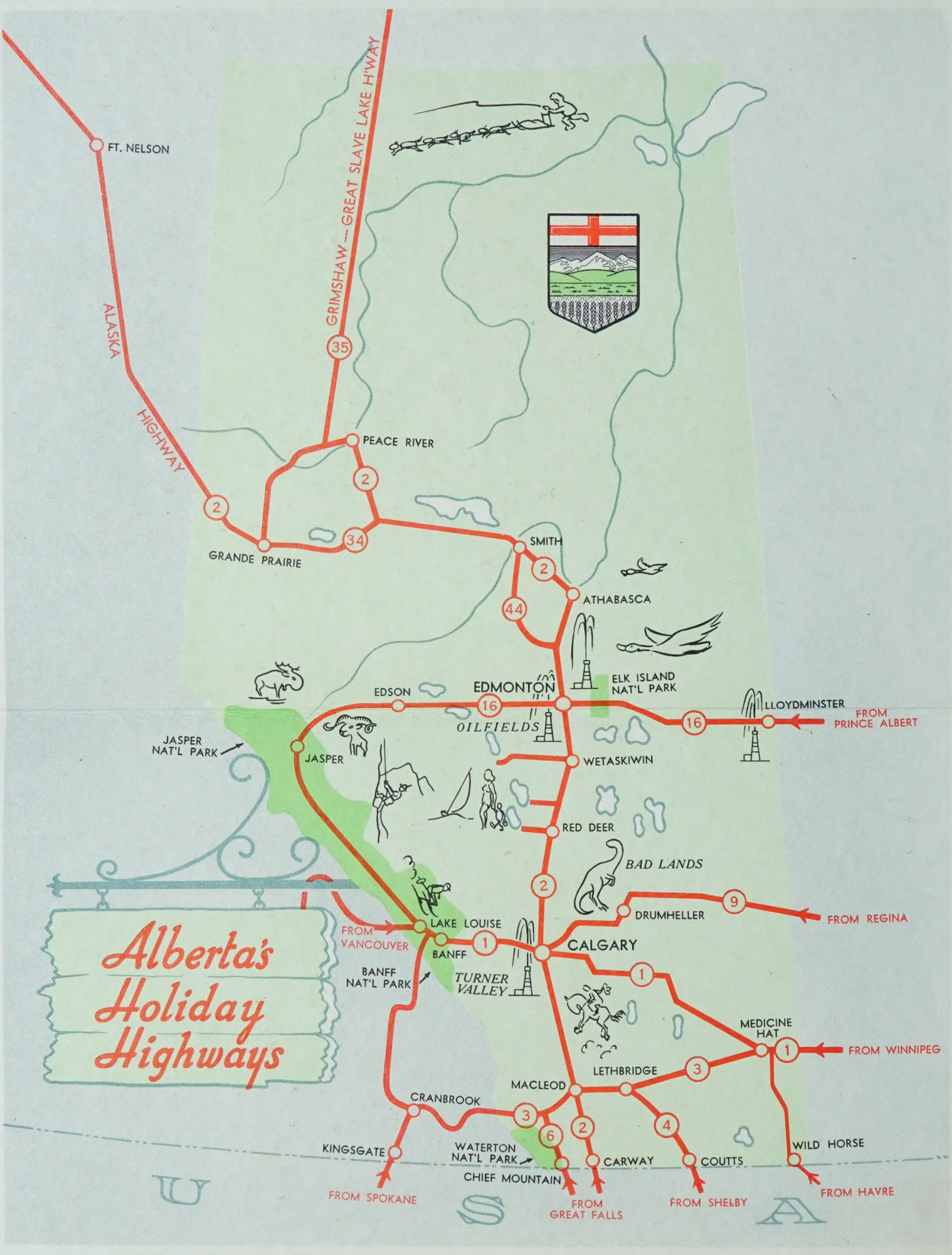


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